

# Fair Profile

Based on the results of  
1,466 interviews conducted by means  
of the Computer Interview System  
Subject to change  
UI-MF/January 2014

# A+A

**Safety, Security and Health at Work**  
5<sup>th</sup> - 8<sup>th</sup> of November 2013  
www.aplusa.de



## Total number of exhibitors 1,607

Origin of the exhibitors	
Germany	519
Other countries	1,088
Number of countries	54
Space (net, qm)	60,696
Germany	28,514
Other countries	32,182

## Accredited journalists 382

## Number of countries 21

## Total number of visitors 63,493

Origin of the visitors	
Germany	74%
Other countries	26%
Number of countries	69

## Germany

West Germany	53%
South Germany	16%
Southwest Germany	14%
North Germany	11%
East Germany	6%

## Other countries

Europe	73%
- EU	63%
- Other european countries	10%
Asia	14%
- South-/East-/Central Asia	8%
- Middle East	6%
North America	4%
Africa	4%
Australia/Oceania	3%
South and Central America	2%

## Countries of origin (Top 7)\*

Netherlands	9%
Belgium	9%
Great Britain/Northern Ireland	6%
France	5%
Italy	5%
Austria	5%
Switzerland	4%

## Frequency of visits

A+A 2011	45%
A+A 2009	34%
First-time visit in 2013	41%

## Length of stay

Average length of stay (in days)	1.6
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## Industrial sector\*\*

Industry	44%
Services	14%
Trade	10%
Skilled Trade	4%
Hospital/clinic/doctor's practice medical laboratory/institute	2%
Public emergency services	2%
Public authority/public institution	8%
University/technical college	1%
Other	11%

## Company size\*\*

1 - 4 employees	8%
5 - 19 employees	12%
20 - 99 employees	15%
100 - 499 employees	24%
500 - 999 employees	9%
1,000 employees or more	28%

## Area of responsibility\*\*

Management	13%
Safety	27%
Sales, distribution	10%
Manufacture, production, quality control	8%
Purchasing, procurement	6%
Research and development, construction	6%
Work/ staff council	5%
Servicing, maintenance	4%
Company organisation	4%
Other	17%

## Occupational position

Independent entrepreneur/ co-owner, freelance employee	16%
Managing director/board member/ head of an authority etc.	9%
Area manager, operations manager, plant manager, branch manager, office head	11%
Head of department, group team leader	21%
Other employee/civil servant, specialist	31%
Lecturer, teacher	2%
Trainee	1%
Other	5%
Pupil/student	2%
Not working	2%

## Influence on purchasing/ procurement decisions\*\*

Decisively	22%
Contributory	33%
In an advisory capacity	32%
No influence	9%

## Professional capacity\*\*

Safety engineer	17%
Safety officer	16%
Safety foremen	6%
Safety technician	5%
Buyer	14%
Person in charge/staff member of marketing/sales	7%
Member of factory/workers' council	5%
Fire protection officer	2%
Member of the fire brigade	2%
Company doctor / industrial medic. practioner / psychologist	2%
Instructor, trainer	2%
Factory engineer / technician / chemist	2%
Supervision officer	1%
Other	15%

## Interest in product ranges

(Several answers possible)	
Security at Work	68%
Safety at Work	49%
Health at Work	36%
Healthy workplace design/ workplace design (hall 10)	13%
Media / Training	12%
Corporate protection against fire and civil protection	12%
Corporate health management/ corporate health (hall 10)	11%
Services and consultancy	10%
Corporate Fashion	7%
Special equipment for civil protection	6%
Components and Accessories/ Semi-finished products	4%
Other	4%

## General assessment

Satisfied	97%
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\*Basis: other countries

\*\*Difference to 100% = pupil, student, not working (4%)



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